

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Gregory M. Plow et al.

Serial No.: 09/922,201

Confirmation No.: 1396

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Filed: August 2, 2001

Group Art Unit: 3688

Examiner: Daniel Lastra

For: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
SELECTIVELY DISPLAYING INTERNET ADVERTISEMENTS

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop AF, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office to fax number 571-273-8300 to the attention of Examiner Daniel Lastra, or electronically transmitted via EFS-Web, on the date shown below:

June 23, 2009 /Johnny Lam/
Date Johnny Lam

Dear Sir:

RESPONSE TO FINAL OFFICE ACTION DATED APRIL 23, 2009

In response to the Final Office Action dated April 23, 2009, having a shortened statutory period for response set to expire on July 23, 2009, please enter this response and reconsider the claims pending in the application for reasons discussed below. This response is filed within two months of the date of the Final Office Action. While no fees are believed due, the Commissioner is hereby authorized to charge counsel's Deposit Account No. 09-0460 / STL920000037US1 for any fees, including extension of time fees or excess claim fees, required to make this response timely and acceptable to the Office.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper. Remarks/Arguments begin on page 7 of this paper.